

# EFFECTIVE COMMUNICATION IN THE ACADEMIC LIBRARY FOR VIRTUOUS ADMINISTRATION

**Dr. Jitender Singh**

CBLU Bhiwani, Haryana

Email:- [jitu.singh982@gmail.com](mailto:jitu.singh982@gmail.com)

## **Abstract**

It's impossible to go through a day without the use of communication. The information conveyed can include facts, ideas, concepts, opinions, beliefs, attitudes, instructions and even emotions. Effective communication is a keystone of any good administration. The aim of proper communication in the library is to ensure that patron make good use of the library's resources bought with scarce funds, that library staff know what their responsibilities are and perform them properly, and that the libraries' parent bodies can know and appreciate the problems of the libraries and offer necessary assistance regularly

**Keywords:** Communication, verbal and non-verbal, massive and individual, library administration

## **1.0 Introduction**

Every professional is going through in entire day with the use of communication. Communication is a social activity. The information conveyed can include facts, ideas, concepts, opinions, beliefs, attitudes, instructions and even emotions. Communication is carried out through verbal and non-verbal channels. All the institutional library and repository have particular goals. Communication is of vital importance, and failure to communicate will give rise to inefficiency and lack of direction, as pointed out by Beeby (1966). Library administration is responsible for accelerate and control with the excellent supervision of a library, and cannot function without good communication (Reitz, 2004). Virtually library as an organization is geared toward serving the users. The library needs a tactic to make meaning and understanding between the patron and the staff of the library, in order to achieve desired results. Library administration is the control and supervision of a library or library system, including POSDCORBLutherGulick and LyndallUrwick (1937).

## **2.0 Communication**

Communication is simply the act of transferring information from person to person or a mass (group).  
One's mind effective an others Self

## **2.1 Communication in Library**

Library communication is carried out within the library and in some cases between libraries. In communicating, meaning and understanding between the people involved has to be established. Communication in the library has two distinct levels:

LIS Professional communication

Patron /staff communication

## **2.2 LIS Professional Communication**

Communication among the library staff has an effect on the way the library is managed. Communication must flow upward and horizontally across the organization just as much as it flows downward. Regular meetings are held to discuss library issues and policies or their implementation. Because the whole library staff cannot be at those meetings, heads of the various departments, sections or units and other designated representatives will have to meet formally or informally and resolutions or decisions of such meetings made available to other members of staff for them to understand and comply with.

## **2.3 Patron /Staff Communication**

The patron or clientele of the library need communication to get desired information-seeking goal. Communication is an exchange of ideas or views; it takes two or more to exchange information. So when a user visits the library in search of information resources, and is helped by a reference librarian, communication takes place. Information is exchanged and acquired.

The reference librarian is assist to information seekers or patrons, a translator of different information sources, who queries users on what they need, and feeds the information seeker with the desired materials to work with. The circulation desk is another place where significant communication takes place between library staff and users. Users interact with the staff concerning enquiries, and borrowing and returning material.

Lectures and exhibitions sponsored by the library are announced in the university gazette and the official newsletters another crucial kind of communication between staff and users is the publicizing changes in policies and services. Suggestion boxes placed at strategic points around the library may yield useful information that can be supplemented by occasional user surveys. The library can also hold meetings with designated university officials when considering a collection building in line with university programs. The library can also make connections with other university libraries for services like interlibrary loan.

### **3.0 Significance of Communication**

Never institutional function can be successfully carried out without successful communication. Without effective flowing from the top of the administrative hierarchy to the bottom, i.e., from the university librarian or director to the other managers and to other staff, things will not work properly. But where communication flows properly, horizontally and vertically, the library will be well-managed.

Communication facilitates the achievement of organizational goals. In the library, where the division of labor and departmentalization is well-established, effective communication is of vital importance since acquired materials go through nearly all departments before appearing on the shelves, and breakdown in communication can delay this. Good communication gives a sense of direction and serves as a guide. That includes things like library signage, placed at entrances to sections of the library and on shelves, which directs or guides library users. Communication between clientele and librarians can help users a great deal, especially those who are new to the library, by informing and educating them about collections, rules and policies, and procedures for borrowing books, and so on.

### **4.0 Problems of Communication in the Library**

Communication is reciprocal. Ideas that are not communicated have no effect. A nonchalant attitude to service and responsibility on the part of some library staff results in failure to communicate effectively with the clientele and leads to inefficiency and poor service. A library that is staffed with unqualified librarians, who do not actually know their duties and responsibilities and who cannot communicate effectively, leads users to lack interest in using the library.

Many library users are not even aware of the various sections of the library and how and where to locate information and materials. Some of them do not understand the need to interact with the librarians when they need information. Some, out of pride or shame, do not want to ask for help and will leave the library without the information that they need. Some users may not be able to frame their query in a way that is comprehensible. If staff or librarians are not able to analyse the query as it is expressed, issues of semantics arise and the librarian might not be able to satisfy user needs.

### **5.0 Solutions and Recommendation**

Problems of communication in the library are inherent. To avoid disorder in the smooth running of the library, the university LIS professionals or director should maintain regular contact formally and informally with their staff to keep abreast with activities of his subordinates and maintain a constant check through deputies on the other staff to guide them away from irresponsibility and a casual attitude to work. The librarian facilitate to understanding the problems and to formulate the best possible strategy for resolving them. The library can also assign staff to the open shelves, catalog area, and other strategic locations to offer to help patrons. Such inquiries can help the patrons who do not know what to do and where to turn. In this way, proud and shy patrons can make good use of the library and the other library services.

The librarian must recruit and employ qualified and knowledgeable staff, librarians who can match students' or patrons' intelligence, knowledge, and means of expression. The library must send its staff on short courses or further studies to update their knowledge according to the enhancement of skill as per staff development skill, to keep well-informed with current developments as per the new development of the area of different domain, and communicate with the patron very effective and well manner.

### **6.0 Conclusion**

Communication is a root of any Effective administration. Communication in the library is to ensure that users make good use of the library's resources bought with scarce funds, that library staff know what their responsibilities are and perform them properly, and that the libraries' parent bodies can know and appreciate the

problems of the libraries and offer necessary assistance regularly. The failure to establish a meaningful and understandable exchange of information between the staff and the clientele or patron will give rise to inefficiency on the part of the library, and lack of direction on the part of the clientele.

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